



REDLEAF NATIONAL INSTITUTE

450 North Syndicate, Suite 5
Saint Paul, MN 55104

Telephone: 651-641-6675
Fax: 651-645-0990

Email: rni@redleafinstitute.org
Web site: redleafinstitute.org

*The National Center for the
Business of Family Child Care*

How to Set Your Rates

Basic Guidelines

- I. The shorter amount of time you work, the more you should charge for your time.
- II. Charge by the week or month, not by the hour.
- III. Charge even if the child is absent.
- IV. Charge-up front.
- V. Charge for the last weeks up-front.
- VI. Fees for infants should be a lot more than for older children.
- VII. Raise your rates regularly.
- VIII. Charge for all of your services: late fees, late payment fee, holding fee, etc.

What Should You Base Your Rates On?

- A. How much do you want to earn?
- B. What is the going rate in your area?
- C. How much can customers afford to pay?

For further information see the *Family Child Care Marketing Guide*, by Tom Copeland, published by Redleaf Press, 800-423-8309.